

Basis for C H Stewart-Lockhart's Presentation to European
Trade Associations: Copenhagen October 13th

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A INTRODUCTION

- 1 THANKS FOR OPPORTUNITY PROVIDED BY YOUR MEETING IN
COPENHAGEN AND THE TOBACS INDUSTRIE INVITATION TO COME
HERE WITH A SMALL TEAM AND TALK WITH YOU.
- 2 PRESENTATION IS PRIMARILY CONCERNED WITH THE MOST IMMEDIATE
JOINT PROBLEM FACING US ALL IN EUROPE - THE INITIATIVES IN
THE EEC (CCC AND KRAMER PAPERS) TO BAN ADVERTISING AND
PUBLICITY AND TO HOT UP ANTI-SMOKING CAMPAIGNS, ENCOURAGE
BANS ON PUBLIC SMOKING AND INCREASE TOBACCO TAXATION.
- 3 BUT YOU NEED TO KNOW MORE ABOUT ICOSI AND THIS GIVES ME
A CHANCE TO EXPLAIN ICOSI AT FIRST HAND (SOME OF YOU
KNOW MORE THAN OTHERS ABOUT ICOSI) AND FOR YOU TO ASK
QUESTIONS. IT HAS TAKEN US LONGER THAN WE HOPED TO REACH
THIS STAGE

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8 THE REASON FOR SETTING UP ICOSI

- 1 THE PROBLEMS AND ATTACKS PROPOSING RESTRICTIONS OF SMOKING AND NORMAL COMMERCIAL ACTIVITIES LIKE ADVERTISING AND PUBLICITY HAVE BECOME HIGHLY INTERNATIONAL. CLAIMS IN ONE COUNTRY ARE USED TO ATTACK THE INDUSTRY IN ANOTHER.
- 2 NO ONE INDUSTRY IN ONE COUNTRY NOR ANY ONE COMPANY CAN WIN THE BATTLE AGAINST THIS SORT OF ORGANISED WORLD WIDE ATTACK.
- 3 THE RESOURCES ARE NOT AVAILABLE TO COLLECT ALL THE EVIDENCE REQUIRED OR TO PREPARE THE COUNTER ATTACKS ON A SEPARATE BASIS.
- 4 THE WHOLE INDUSTRY, COMPANIES AND ASSOCIATIONS ALIKE, NEED TO UNITE WITH COMMON TARGETS AND COMMON APPROACHES.
- 5 SEVEN COMPANIES WHO CONDUCT BUSINESS IN MORE THAN ONE COUNTRY DECIDED THEREFORE TO SET UP ICOSI AND IN DUE COURSE OTHER PRIVATE ENTERPRISE COMPANIES WILL BE WELCOMED AS MEMBERS.
6. ALREADY WE HAVE ADVANCED A LONG WAY IN REACHING A COMMON STANCE ON CRITICALLY IMPORTANT SUBJECTS EG PUBLIC SMOKING.
- 7 ICOSI WILL THEREFORE BUILD UP THIS UNITY BETWEEN ALL COMPANIES ON NON-COMMERCIAL MATTERS.
- 8: ICOSI WILL MAKE A CONTRIBUTION TO THE INTERESTS OF EVERY COMPANY IN EVERY COUNTRY, WHETHER A MEMBER OF ICOSI OR NOT, AND TO THE NATIONAL ASSOCIATIONS WHICH REPRESENT THEM BY PROVIDING INFORMATION AND ADVICE SO THAT THEY CAN FIGHT THE LOCAL BATTLES AS PART OF A WIDER WAR.
- 9 WE INTEND TO WIN THESE BATTLES AND THIS WAR AND ICOSI'S ONLY PURPOSE AND RAISON D'ETRE IS TO HELP YOU TO DO SO.

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C TODAY'S PRESENTATION

1. THIS PRESENTATION IS EUROPEAN BUT ICOSI IS A FULLY INTERNATIONAL ORGANISATION.
2. IT IS INTENDED TO HOLD THE FULL CONFERENCE OF ALL ASSOCIATIONS AND REPRESENTATIVES FROM THE INDUSTRY FROM COUNTRIES WITHOUT ASSOCIATIONS AS SOON AS THE SECRETARY GENERAL IS APPOINTED AND SETTLED IN.
3. WE HAVE OFFERED THE POST TO A CANDIDATE AND WE HOPE TO ANNOUNCE HIS ACCEPTANCE AND THE DATE HE WILL START VERY SOON.
4. SUCH A CONFERENCE MIGHT TAKE PLACE IN SPRING 1979.
5. WE BELIEVE THIS MIGHT PROVIDE A GOOD OPPORTUNITY ALSO TO DISCUSS HOW WE SHOULD ALL FACE UP TO THE FOURTH WORLD CONFERENCE ON SMOKING AND HEALTH TO BE HELD IN STOCKHOLM JUNE 1979.
6. ICOSI HAS SET UP A NEW WORKING PARTY UNDER JULES HARTOGH (PM) AND MURRAY SENKUS (RJR) TO CONSIDER THE BEST WAY FOR THE UNITED WORLD INDUSTRY TO MEET THE CHALLENGE OF THAT STOCKHOLM CONFERENCE AND YOU WILL BE HEARING FROM THEM JULES H
IN A FEW MINUTE, TO GET YOUR IDEAS AND HELP.

A PLAN WILL THEN BE DEVELOPED BY SPRING 1979.

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D ICOSI OBJECTIVES

- 1 ICOSI'S PURPOSE QUITE SIMPLY IS TO PROVIDE A FORUM WHERE MEMBERS CAN MEET IN A COMPLETELY NON COMPETITIVE WAY (COMMERCIAL SUBJECTS ARE STRICTLY EXCLUDED IN THE ICOSI CHARTER) TO EXCHANGE VIEWS AND INFORMATION ON INTERNATIONAL SMOKING ISSUES (INCLUDING SMOKING AND HEALTH).
- 2 ICOSI COVERS ALL SMOKING PRODUCTS - NOT JUST CIGARETTES.
- 3 THE OBJECTIVE WILL BE TO BROADEN THE KNOWLEDGE OF MEMBERS, CONSUMERS AND AUTHORITIES WORLD WIDE.
- 4 THIS OBJECTIVE WILL BE ACCOMPLISHED BY PUTTING OUT THE INFORMATION, LARGELY THROUGH ASSOCIATIONS, IN THE FORM OF BULLETINS REPORTS OR PAMPHLETS ETC.
- 5 THE SECRETARIAT WILL PROVIDE THE MEANS BY WHICH THIS FLOW OF INFORMATION IS COLLECTED OR DISTRIBUTED AND WILL ORGANISE THE NECESSARY MEETINGS.

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E MEMBERSHIP

- 1 THE SEVEN FOUNDER MEMBERS ARE: BAT, GALLAHER, IMPERIAL, PHILIP MORRIS, REEMSTMA, REYNOLDS, ROTHMANS. THEY ARE ALL EQUAL WITH ONE VOTE AND THEY SHARE THE EXPENDITURE EQUALLY.
- 2 MEMBERSHIP, AT THIS STAGE, IS CONFINED TO PRIVATE ENTERPRISE COMPANIES.
- 3 AS SOON AS WE HAVE GOT THE CHARTER FINALISED AND THE ORGANISATION SET UP (A LONG AND COMPLICATED JOB EVEN WITH SEVEN MEMBERS) WE WILL WELCOME APPLICATIONS FROM FURTHER INDEPENDENT COMPANIES AS EITHER FULL OR ASSOCIATE MEMBERS.

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F. ORGANISATION

I NEED TO RUN THROUGH THIS QUICKLY COVERING THE MAIN WORK DONE SO FAR AND THE PRIORITIES SET.

1. POLICY LEVEL

CHAIRMAN: BOARD OF GOVERNORS - MEETING ANNUALLY - MAIN POLICY
MANAGER: EXECUTIVE COMMITTEE - MEETING 2-3 TIMES A YEAR (AND
TELEX COMMUNICATION) IMPLEMENTING
POLICY AND DAY TO DAY DECISIONS.

2. WORKING LEVEL - A NUMBER OF WORKING PARTIES

(a) SOCIAL ACCEPTABILITY WORKING PARTY. CHAIRMAN
MR DURDEN (RJR)

- (i) HAS COMPLETED A MAJOR POSITION PAPER ON
PUBLIC SMOKING NOW SUBMITTED TO THE
COMMISSION BY DIETER VON SPECHT ON
BEHALF OF THE EUROPEAN PRIVATE ENTERPRISE
COMPANIES.
- (ii) HAS DONE A MAJOR CONFIDENTIAL STUDY OF
ATTITUDES OF THE PUBLIC TO SMOKING.
- (iii) IS NOW ENGAGED ON A MAJOR PRIORITY STUDY
OF THE 'SOCIAL VALUES/SOCIAL COSTS' OF SMOKING.

(b) PRODUCT LIABILITY WORKING PARTY. CHAIRMAN MR DOUGLAS
IMPERIAL.

- (i) ADVISED THE EXECUTIVE COMMITTEE ON THE EFFECTS OF
THE VARIOUS TYPES OF LEGISLATION ON PRODUCT
LIABILITY IN FORCE OR UNDER CONSIDERATION IN
EUROPE AND ELSEWHERE.

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F ORGANISATION (CONTD)

(c) SWISS REFERENDUM WORKING PARTY. CHAIRMAN MR SCHEDAL
PHILIP MORRIS.

(i) ASSISTED THE NATIONAL ASSOCIATION TO ESTABLISH
EFFECTIVE OPPOSITION TO THE PROPOSALS AND TO
DEVELOP ARGUMENTS.

(d) TECHNICAL AND SCIENTIFIC ADVISORY GROUP (LATE MBRG)

(i) HAS PROVIDED ADVICE ON SCIENTIFIC ASPECTS
OF VARIOUS PROBLEMS TO EXECUTIVE IN ORDER
TO ASSIST WORKING PARTIES.

(e) EEC CONSUMERISM TASK FORCE. CHAIRMAN MR von SPECHT
YOU WILL HEAR ABOUT THEM FROM DR KONIG.

(f) INTERIM OFFICE. CHAIRMAN RICHARD HADDON BAT
YOU WILL HEAR ABOUT THEM FROM PAUL ISENRRING
AND MARTIN MULHOLLAND.

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G LEAD COMPANIES - RESPONSIBLE FOR COMMUNICATION WITH EACH COUNTRY.

1 AT LEAST UNTIL A PERMANENT SECRETARIAT IS SET UP, WE DECIDED THAT EACH COUNTRY SHOULD BE MADE THE RESPONSIBILITY OF ONE ICOSI MEMBER BOTH REGARDS COMMUNICATIONS TO AND FROM THE ASSOCIATION (IF ANY) AND TO COLLECT VITAL INFORMATION FOR ICOSI.

2 WITHIN THE COMMUNITY THE LEAD COMPANIES ARE:-

<u>COUNTRY</u>	<u>COMPANY</u>
BELGIUM/LUXEMBOURG	ROTHMANS
DENMARK	BAT
GERMANY	REEMTSMA
IRELAND	GALLAHER
ITALY	PHILIP MORRIS
NETHERLANDS	ROTHMANS
UK	IMPERIAL

3 IN ALL OTHER SIGNIFICANT COUNTRIES IN THE WORLD THERE IS A NOMINATED LEAD COMPANY EG USA: R J REYNOLDS, BRAZIL: BAT.

4 ALL COMMUNICATIONS SHOULD BE THROUGH YOUR LEAD COMPANY'S REPRESENTATIVE.

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H ICOSI'S ROLE AND RELATIONSHIP WITH NATIONAL ASSOCIATIONS

- 1 ICOSI WILL ONLY BE EFFECTIVE WITH THE FULL HELP OF ALL THE ASSOCIATIONS BUT WE BELIEVE THE ASSOCIATIONS WILL NOT BE ABLE TO WIN THEIR BATTLES ALONE BUT ONLY WITH THE SUPPORT OF ICOSI.
- 2 THE BEST PROOF OF THE IMPORTANCE ICOSI PLACES ON NATIONAL ASSOCIATIONS IS THAT A MAJOR UNANIMOUS DECISION OF THE FIRST BOARD OF GOVERNORS MEETING WAS TO ASK MEMBER COMPANIES TO ENCOURAGE THE FORMATION OF NATIONAL ASSOCIATIONS IN COUNTRIES WHICH HAVE NOT YET APPRECIATED THE ESSENTIAL ROLE THEY CAN PLAY IN DEFENDING THE INDUSTRY.
- 3 ICOSI'S ROLE IS THEREFORE PRIMARILY TO HELP AND SUPPORT INDIVIDUAL NATIONAL ASSOCIATIONS, WHERE THEY EXIST, WITH INFORMATION, POSITION PAPERS, ADVANCE WARNING OF EVENTS, LESSONS LEARNT IN OTHER COUNTRIES, etc.
- 4 ICOSI WILL THEREFORE BE MORE INVOLVED IN WORLD, OR PERHAPS REGIONAL, STRATEGY AND IN ACHIEVING A TRULY UNITED INDUSTRY ON PROBLEMS AFFECTING OR LIKELY TO INFLUENCE SEVERAL COUNTRIES.
- 5 IMPLEMENTATION OF THE BROAD POLICIES OR USE OF THE POSITION PAPERS, STUDIES OR DATA WILL BE THE RESPONSIBILITY OF THE ASSOCIATION OR COMPANIES IN EACH COUNTRY. THEY WILL HAVE TO JUDGE THE LOCAL SITUATION AND DECIDE WHEN AND HOW TO FIRE THE AMMUNITION THAT ICOSI HAS COLLECTED.
- 6 THE RAW MATERIALS FOR THIS AMMUNITION AND INDEED FOR THE POLICIES THEMSELVES WILL COME IN MOST CASES FROM THE ASSOCIATIONS AND COMPANIES PLUS SOME OUTSIDE STUDIES ORGANISED BY ICOSI.

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H ICOSI'S ROLE AND RELATIONSHIP WITH NATIONAL ASSOCIATIONS (CONTD)

- 7 I CANNOT EMPHASISE ENOUGH THE IMPORTANCE OF THIS FLOW OF INFORMATION IN BOTH DIRECTIONS AND YOU WILL HEAR MORE ABOUT THIS LATER WHEN WE GET TO THE EEC TASK FORCE AND INTERIM OFFICE WORK.
- 8 YOU CAN SEE THAT ICOSI DOES NOT INTEND TO ADOPT A PUBLIC OR SPOKESMAN ROLE WHICH WE SEE MORE THE JOB OF ASSOCIATIONS OR COMPANIES.
- 9 ICOSI WILL NOT BE A SECRET ORGANISATION NOW IT IS OFFICIALLY SET UP AND WE HAVE AGREED A SUITABLE ANSWER TO PRESS QUESTIONS. WE PLAN TO ISSUE A PRESS RELEASE VERY SOON.
- 10 YOU SHOULD THINK OF ICOSI AS A SWEEPER LIKE FRANZ BECKENBAUER RATHER THAN AS A STRIKER LIKE JOHANN CRUYFF OR KEVIN KEEGAN.

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I POSITION PAPERS

- 1 ICOSI POSITION PAPERS ARE INTENDED TO PROVIDE A FOUNDATION FOR BOTH ASSOCIATIONS AND COMPANIES IN PRESENTING AND ARGUING THE CASE FOR THE INDUSTRY.
- 2 IT IS EXPECTED THAT SUCH POSITION PAPERS WILL OFTEN NEED MODIFICATION, AMPLIFICATION OR MORE LOCAL EVIDENCE AND EXAMPLES BEFORE THEY ARE APPROPRIATE FOR USE IN EACH COUNTRY. SIMILARLY FOR CERTAIN GROUPS OF PEOPLE (EG TRADE UNIONS, MPS) THEY MAY NEED DRASTICALLY SHORTENING OR SIMPLIFYING.
- 3 ALL WE EXPECT IS THAT THE CENTRAL THEME OF THE ARGUMENT SHOULD BE MAINTAINED WITHOUT DISTORTION AND THAT ICOSI SHOULD BE GIVEN A COPY OF ANY VERSION PRODUCED FOR MAJOR SPECIALIST PURPOSES.

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3 INFORMATION

- 1 I HAVE TENDED TO MENTION THE INFORMATION FROM ICOSI TO YOU BUT, AS I HAVE ALREADY SAID, EQUALLY IMPORTANT WILL BE THE INFORMATION YOU PROVIDE TO ICOSI THROUGH YOUR LEAD COMPANIES.
- 2 IT WILL BE ON THIS WHICH WE WILL BE ABLE TO JUDGE FUTURE EVENTS THROUGHOUT THE WORLD AND IT WILL BE YOUR KNOWLEDGE AND EXPERIENCE WHICH WILL BE THE MATERIAL FROM WHICH ICOSI WILL BE ABLE TO DEVELOP ITS THINKING AND ULTIMATELY ITS POLICIES.

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K ICOSI IS ONE OF THE MOST EXCITING DEVELOPMENTS IN OUR
INDUSTRY IN THE 30 YEARS I HAVE BEEN IN IT. TOGETHER
I BELIEVE WE CAN REALLY ACHIEVE SOMETHING EFFECTIVE
WORLD WIDE OVER THE NEXT FEW YEARS.

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1. QUESTIONS

1. COULD I NOW ASK YOU TO ASK ANY QUESTIONS ON ICOSI IN GENERAL.
2. I SUGGEST WE LEAVE POINTS ABOUT EEC AND INTERIM OFFICE UNTIL HARALD KONIG (WHO IS SPEAKING FOR DIETER VON SPECHT WHO IS ON HOLIDAY) AND MARTIN MULHOLLAND/PAUL ISENRING HAVE EXPLAINED THEM IN GREATER DETAIL. THEY WILL ANSWER THOSE QUESTIONS.

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